

Trade Show Skills Workshop

for Healthcare Professionals

The Hill Group will train your people to be more effective at your next healthcare or medical conference. This one-to-three hour customized workshop is suitable for the novice and even the most tenured staff. Whether they just need a refresher or have fallen into bad habits, this workshop's unique methodology and delivery will be well received by everyone. Your more productive staff will be able to generate more interest, more leads, and more sales.

Training modules include the following:

- Your Show's Objectives
- Managing Doctor's Expectations
- Greeting and Engaging
- Elevator Answers
- Qualifying Questions
- Cross-Selling
- Dismissing
- Handling Tough Questions
- Making Brief, Focused Presentations
- Working with International Doctors
- How to Not Make Doctors Wait
- Working with Theater Presentations
- Working with Partners in the Booth
- Managing a Hands-On Area
- Handling VIPs
- Conference Rooms and Demo Suites
- Roles and Responsibilities
- The Basics of Professional Behavior

The Hill Group Trainers

Our trainers are world-class presenters. They each know how to use their 10+ years of trade show and conference experience and combine it with their own engaging delivery styles to make sure your people get the most out of the training. Even the most seasoned people will pay attention.

The Trade Show Skills Process

This proven, repeatable process will enable your exhibit staff to:

- Be approachable
- Engage and greet doctors
- Ask qualifying questions
- Manage their time with doctors
- Politely dismiss unqualified doctors
- Provide doctor focused presentations
- Work with groups when appropriate
- Generate interest, leads, and/or next steps

Role Playing (additional 60 minutes following workshop)

Custom role-plays are designed to reinforce key trade show skills. In groups of three, your people will play the roles of a doctor, a staff person, and an observer. The roles rotate for every scenario (we usually design six different role-plays) so that everyone plays each role twice. We work together to develop role-plays that reinforce the identified key skills.

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